



THE

# FRI-YAY-ER

She's down to party,  
**NOT** to drive.



She knows not to get behind the wheel  
if she's had a few, just like she knows how to  
turn a plain old Friday into a whole thing.

**BE LIKE THE FRI-YAY-ER. BE DRIVEN NOT TO DRIVE.**



**DRIVE SOBER  
ARRIVE ALIVE DE**



THE

# HAPPY HOUR PROFESSIONAL

*Come happy hour, she's all business.  
And all about a safe ride home.*



Happy hour? More like perfect-chance-to-bend-her-boss's-ear-about-her-new-big-idea hour. She's taking control of her career and letting someone else take the wheel after she's had a few.

**BE LIKE THE HAPPY HOUR PROFESSIONAL.  
BE DRIVEN NOT TO DRIVE.**



**DRIVE SOBER  
ARRIVE ALIVE DE**



THE

# LATE-NIGHT DIALER

He may drunk-dial,  
but he never drunk-drives.



If it's beer o'clock, it's always a good time to call his buddy he hasn't talked to in about seven years. If he's drinking, he's dialing. But he's definitely not driving.

**BE LIKE THE LATE-NIGHT DIALER. BE DRIVEN NOT TO DRIVE.**



**DRIVE SOBER  
ARRIVE ALIVE DE**



THE

# POWER LIFTER

*If he's getting a drink,  
he's getting a lift.*



He's got apps and he's not afraid to flex them. His ride-share is already on standby, because he plans on going big and going home ... safely at the end of the night.

**BE LIKE THE POWER LIFTER. BE DRIVEN NOT TO DRIVE.**



**DRIVE SOBER  
ARRIVE ALIVE DE**